



20
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WINE &
SPIRITS DAILY
SUMMIT

JAN 31 - FEB 1 | 2022

**HOTEL DEL CORONADO
SAN DIEGO, CA**



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JANUARY 31, 2022

Dear Summiteer,

Welcome to the 10th annual Wine & Spirits Daily Summit. It's been two years since we've gathered together in person, and we're thrilled to have you here at the Hotel del Coronado in San Diego.

There are a few changes this year in what is—hopefully—becoming a post-pandemic world. Yes, masks are still required indoors in California while not imbibing, and please respect others' wishes for social distancing.

Also, we're hopping on the QR code bandwagon. So, instead of printing out the conference program, you can find the full program on our website by pointing your phone at the QR code posted around the conference area.

We've gathered speakers to discuss the hot topics and issues facing the wine and spirits industry, including the ever-popular ready-to-drink category, e-commerce, what's happening on-premise and more. As always, each session will be followed by a brief Q&A where you can ask the burning questions on your mind.

We will email you a link to the slide presentations, and a link to a survey regarding your experience that I encourage you to fill out - it's how we get better. If you do not receive this email by Friday, ping Jessica Lopez at jessica@beernet.com and she will make sure you get it.

I hope you enjoy the Summit, learn something new, and meet new people. I look forward to sharing a drink with you in person.

Yours,

Sarah Barrett

Wine & Spirits Daily



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AGENDA

MONDAY Evening Cocktail Reception, January 31, 2022

- 3:00 – 4:45am [Registration](#)
4:45 – 6:45am [Welcome Reception](#)

TUESDAY General Session, February 1, 2022

8:00 – 9:00am Breakfast

- 9:00 – 9:15am [Opening Remarks](#): Sarah Barrett, Executive Editor, Wine & Spirits Daily
9:15 – 9:45am [Top Trends by the Numbers](#): Danny Brager, Brager Beverage Alcohol Consulting; James Restivo, VP, Client Development, NielsenIQ
9:45 – 10:30am [All Things RTD](#): Christine LoCascio, Chief of Public Policy, Distilled Spirits Council of the US; Britt West, VP & General Manager Spirits, E&J Gallo; Wilson Craig, Founder, Waterbird Spirits

10:30 – 11:00am Coffee Break

- 11:00 – 11:30am [Fireside chat](#): Tom Bené, President and CEO, Breakthru Beverage Group
11:30 – 12:15pm [Grokking the Changing On-Premise](#): Danny Brager, Brager Beverage Alcohol Consulting; Matthew Crompton, Client Solutions Director, CGA; Maurice DiMarino, Wine & Beverage Manager, Cohn Restaurant Group; Gus Bozzo, EVP National Accounts, Breakthru Beverage Group; Nathan Grover, Director Bar & Beverage, Applebee's

12:15 – 2:00pm Lunch

- 2:00 – 2:45pm [A Multi-Perspective Look at E-commerce/Digital](#): Cathy Lewenberg, Chief Operating Officer, Drizly; Jessica Kogan, Chief Marketing and Digital Officer, Vintage Wine Estates; Cheryl Durzy, Founder & CEO, LibDib
2:45 – 3:15pm [Fireside chat](#): Robert Hanson, EVP - President Wine & Spirits Division, Constellation Brands

3:15 – 3:30pm Coffee Break

- 3:30 – 4:00pm [A Chat with One of the Fastest-Growing Wine Companies](#): Chris Indelicato, President & CEO, Delicato Family Wines

4:00 – 6:00pm Closing Reception



WINE & SPIRITS DAILY SUMMIT

OUR SPEAKERS



Danny Brager | **Brager Beverage Alcohol Consulting**

Danny Brager has a wealth of experience in the Beverage Alcohol industry, analyzing trends over many years. He formerly headed the Nielsen's Beverage Alcohol Practice Area in the U.S. for close to 20 years, where he led teams that supported relationships with Nielsen's clients (suppliers, importers, distributors, and retailers) as well as key industry groups and the media. In that role, Danny succinctly provided data driven analysis and insights, focused on the U.S. marketplace environment and consumer/shopper.

In 2020, Danny introduced Brager Beverage Alcohol Consulting, providing analysis services to companies seeking to translate market data into fact-based insights in support of their goals. Each year, he presents at a large number of notable industry and company events, and is a frequent thought leader contributor to the media/press. His informed opinions are highly respected by the beverage alcohol industry. Danny is also Managing Director of Category & Consumer Insights at Azur Associates, founded to bring comprehensive advisory & consulting services, including strategic advisory, mergers & acquisitions and route to market to wine and spirits companies.

Danny was born in Calgary and moved to Toronto where he graduated from the Schulich School of Business at York University. He relocated to Mission Viejo, California in 1993 where he now resides.



Matthew Crompton | **Client Solutions Director, CGA**

Since joining CGA Strategy in January 2010, Matthew has risen through the CGA ranks becoming an expert in all things On Premise. Matthew has managed and provided consultancy for some of the largest Bev Al manufacturers across Europe including Diageo, Anheuser Busch and William Grant & Sons.

In January 2014, Matthew became part of the joint venture between CGA and Nielsen which has helped bring the first ever truly robust on premise measurement service to the US. Matthew comes to the US, having also helped launch services in other territories such as France and Germany.

Matthew now heads up the US On Premise Solutions team, providing first-class insight into an often perceived dark market.

Matthew is originally from the north of England and has embraced American life at every opportunity since relocating to Chicago in August 2015.



James Restivo | VP, Client Development NielsenIQ

James Restivo is the Vice President, Client Development for NielsenIQ. In his 18-year career in insights, which spans NielsenIQ and the United States Census Bureau, James Restivo has specialized in consumer and shopper understanding. James has worked with CPG manufacturers of all sizes - from Fortune 500 to small start-ups – helping them to leverage data insights to inform their decision-making and drive growth in extremely competitive marketplaces. In his current role within the NielsenIQ BevAI Vertical, James is part of a team of Alcohol experts who explore emerging trends and industry challenges across the Beer, Wine and Spirits categories and works collaboratively with clients on solutions to balance the needs of their consumers and trade partners.



Christine LoCascio | Chief of Public Policy, Distilled Spirits Council of the US

Christine A. LoCascio joined the Distilled Spirits Council of the United States (DISCUS) in 2001 and is now responsible for coordinating and implementing the Council's federal, state and international trade public policy objectives. In this role, Christine advocates in support of DISCUS priorities, such as securing a permanent extension of Craft Beverage Modernization and Tax Reform Act of 2017, an end to the imposition of retaliatory tariffs on U.S. spirits exports, and improved market access for distilled spirits at the state level. In addition, Christine oversees the Distilled Spirits Council's participation in the U.S. Department of Agriculture's Market Access Program (MAP) to ensure compliance with relevant USDA regulations.

She has led successful lobbying efforts on behalf of DISCUS and in the U.S. business coalitions supporting passage of the Free Trade Agreements (FTAs) with Korea, Colombia, Panama, Australia, Chile and Singapore, and other trade legislation, including the WTO accessions of Vietnam, Russia and China and Trade Promotion Authority.

Since February 2008, Christine has served as an advisor on the Agricultural Technical Committee for Trade (ATAC) in Processed Foods, which provides technical advice on U.S. agricultural trade issues to the Secretary of Agriculture and the Office of the United States Trade Representative (USTR). She also currently serves as Chair of the U.S. Department of Commerce and USTR's Industry Trade Advisory Committee for Consumer Goods (ITAC 4). She is a member of the Washington International Trade Association (WITA) and currently serves as a Board Member of the WITA Foundation. She is also a member of the Executive Committee of the U.S. Agricultural Export Development Council and of Women in International Trade (WIIT). She previously served as a Member of the WIIT Board of Directors.





Britt West | VP & General Manager Spirits, E&J Gallo

Britt West is a marketing leader in brand management and new product development with over 20 years' experience in the spirits industry. He joined E. & J. Gallo in 2018, after spending 11 years as the founder and CEO of PLUS Consulting, a brand management, new product development and marketing firm focused on the premium consumer. In the three years that he has been with Gallo, Britt has been instrumental in expanding Gallo's marketing and distribution partnerships with family and independently owned luxury spirit suppliers such as Grupo Montenegro (Amaro Montenegro, Select Aperitivo, Vecchio Romagna) and Don Fulano Tequila.



Wilson Craig | Founder, Waterbird Spirits

Wilson Craig is the Founder of Waterbird Spirits. Founded in 2019 in Charlottesville, VA, Waterbird is 100% family owned and operated. After launching in Virginia, Tennessee, and Georgia in 2019, Waterbird is now proudly distributed in over 30 states. In the past year, Waterbird grew over 600% and is in over 6,000 retailers.

After graduating from the University of Virginia and working in real estate finance in New York City, Wilson identified the consumer's desire for high-quality canned cocktails made with real, premium, distilled spirits. After learning that beer, wine and spirits wholesalers were unable to sell canned cocktails in Virginia and then moving back to Charlottesville, VA, The Waterbird Team successfully testified in the Virginia Legislature to pass House Bill 1960 to permit spirits based ready-to-drink cocktails to be distributed through beer, wine and spirits wholesalers and sold at retailers in Virginia. Waterbird is now sold throughout the Commonwealth of Virginia and beyond.

Waterbird Spirits sells Ranch Water (made with Real Tequila), Tequila Margarita (made with Real Tequila) and a Vodka Variety Pack (made with Real Vodka) in retailers throughout the U.S. including Walmart, Kroger, Circle K, Wawa, Buc-ee's, Go Puff and many more.



Tom Bené | President and CEO, Breakthru Beverage Group

Tom Bené is President & CEO of Breakthru Beverage Group. He is responsible for advancing the next phase of the company's evolution focusing on growth and expansion, accelerating technology and innovation and executing with excellence for supplier and customer partners.

Prior to joining Breakthru, Tom served as President and CEO of the National Restaurant Association—the Washington, D.C.-based trade association representing the nation's restaurant and foodservice industry—and CEO of the National Restaurant Association Educational Foundation.

Before assuming this role in June 2020, Tom served as Chairman, President & CEO of Sysco Corp., the world's largest foodservice distributor, where he had previously served as COO, President of Foodservice Operations, and Chief Commercial Officer.

Prior to Sysco, Tom served as President of PepsiCo Foodservice and held a variety of senior leadership roles over his 23-year career with the company, including President of Pepsi-Cola North America and SVP of Sales & Franchise Development.

Tom earned a Bachelor of Science degree in Business Administration from the University of Kansas and currently serves as a member of the University of Kansas' Business School Advisory Board. He's Past Chair of the American Beverage Association and served on the Executive Committee of the Women's Foodservice Forum.



Maurice DiMarino | Wine & Beverage Manager, Cohn Restaurant Group

Maurice is a certified sommelier, certified cicerone, CRT certified by the Consejo Regulador del Tequila. He fell in love with wine during his ten years of working in the San Francisco restaurant industry during the mid 90's. His love for wine led to extensive travel around the world which opened his eyes to what other cultures drink. Today he is the beverage director for the Cohn Restaurant Group and oversees wine, beer & spirits for over 20 restaurants in San Diego, Long Beach & Maui. Maurice also teaches California Wine, Spanish Wine, South American Wine & Wine Sensory Evaluation at San Diego State University's Business of Wine Program. You can follow his website mauricescru.com where he writes a whimsical blog about wine, beer and spirits.



Gus Bozzo | EVP National Accounts, Breakthru Beverage Group

As Executive Vice President, National Accounts of Breakthru Beverage Group, Gus Bozzo leads the organization's strategy, program development and execution in support of key national, regional and market customers in North America. He is focused on strengthening the value proposition to these essential customers in a consolidating and demand-driven environment, establishing a nimbler and more efficient service model across Breakthru's footprint. He works closely with the COO and his talented team on driving deeper channel and customer focus, enhanced trade marketing, compliance and pricing management, e-tail capabilities, increased data and robust analytical capabilities. Gus is a skilled and passionate leader with a proven track record of success and a deep commitment to helping supplier partners and customers thrive.

Before joining Breakthru in 2013, Gus served in roles of increasing responsibility at Brown-Forman Beverage, Brown-Forman Wines, Pete's Brewing Company, Canandaigua Wine Company, NDA Enterprises Group, and E&J Gallo Winery.

He is a graduate of University of the Pacific.





Nathan Grover | Director Bar & Beverage, Applebee's

Nathan Grover has spent close to five years as the Director of Bar & Beverage for Applebee's Neighborhood Grill + Bar, where he leads the development of its beverage strategy, calendar, campaigns, and menus for all U.S. locations. Previously, Nathan spent seven years at Buffalo Wild Wings where he helped develop and grow its beverage program for all its U.S. and Canada locations. It was there where he found his passion for beverage. Nathan attended the University of Minnesota where he earned degrees in both Marketing and Supply Chain Management, along with a minor in Management. Originally from Apple Valley, MN, Nathan now resides with his wife and two kids in San Marcos, CA.



Cathy Lewenberg | Chief Operating Officer, Drizly

Cathy Lewenberg serves as the Chief Operating Officer at Drizly, the world's largest alcohol marketplace. In her role, Cathy leads the day-to-day business operations while also helping position Drizly for the future. She and her team partner closely with retailers, suppliers, and wholesalers alike to meet rapidly evolving consumer expectations and deliver best-in-class shopping and delivery experiences.

Cathy most recently served as VP, Digital + Omnichannel Business at CVS Health where she led CVS's 'connected commerce' agenda. Cathy also spent several years in strategy consulting at Bain & Co where she specialized in retail and consumer products. Cathy's extensive experience spans eCommerce, brick & mortar retailing, merchandising, marketing, omnichannel fulfillment, marketplaces, business development, and customer experience.

Cathy earned an A.B. in Politics from Princeton University and a M.B.A. in Marketing and Global Strategic Management from The Wharton School, University of Pennsylvania. She currently resides in Massachusetts with her husband, Dan, and 3 children.





Jessica Kogan | Chief Marketing and Digital Officer,
Vintage Wine Estates

Jessica Kogan is Chief Marketing Officer and Chief Digital Officer at Vintage Wine Estates and oversees all DTC channels and e-grocery omnichannel strategy. Jess is a passionate digital innovation and brand transformation expert who has founded and launched award-winning digital native companies and created enduring CPG brand campaigns that engage and inspire customer loyalty in beverage, fashion, finance, energy and prestige cosmetics. Jess is a sought out writer, speaker and commentator on digital-first brand marketing. Her insights have been featured in Forbes, Inc., Fox Business, TheStreet.com and other major industry publications.



Cheryl Durzy | Founder & CEO, LibDib

Cheryl Murphy Durzy managed wholesale sales for her family's 80,000 case winery, Clos LaChance, for over 17 years. In June 2016, she started LibDib, the first alcohol distributor and technology company to offer a three-tier compliant web-based platform. Cheryl has a full understanding of the industry and issues regarding alcohol distribution in U.S. She is passionate about evolving the current system by offering all small, family-owned wineries, distilleries and craft breweries an opportunity to sell their products to the businesses that want them. She is truly entrenched in the industry, sitting on several boards including the California Sustainable Wine Association and Free the Grapes.



Robert Hanson | EVP - President Wine & Spirits Division,
Constellation Brands

Robert Hanson is Constellation's executive vice president and president Wine + Spirits Division, reporting to President and Chief Executive Officer Bill Newlands. Robert is responsible for leading the Wine & Spirits Division's operations and commercial business, ensuring it aligns with the company's long-term growth strategy. He is a member of the executive management committee.

Robert joined the company in June 2019. He previously served as a member of Constellation's Board of Directors from 2013-2019. He relinquished his seat on Constellation's Board in order to assume his new role with the company.

Prior to assuming his role at Constellation, Robert served as Chief Executive Officer at John Hardy Global Limited, a leading global luxury jewelry brand, where he will continue to serve as the company's Board Chair. During his tenure at John Hardy, Robert played an instrumental role in evolving the company's strategy by strengthening its presence in the U.S. market, developing a line of distinctive artisan-crafted luxury products that resonate with today's high-end jewelry customers, and launching differentiated marketing campaigns and influencer programs that helped extend the brand's reach and foster meaningful connections with new customers. Prior to John Hardy, he served as Chief Executive Officer at American Eagle Outfitters and Global Brand President at Levi Strauss & Co.



Chris Indelicato | **President & CEO, Delicato Family Wines**

Chris Indelicato leads the third generation of family management at Delicato Family Vineyards. Chris oversees the winery's strategic direction, company culture and commitment to sustainability.

A child of the vines, he spent his early years alongside his father and uncles harvesting, crushing, bottling and even pouring behind the counter of the family's tasting room.

Chris went on to earn a Bachelor of Science degree at the University of Southern California in Los Angeles where he quickly launched his post-graduate career as a licensed Certified Public Accountant. Chris's time in the financial field provided invaluable experience and a renewed interest in returning to the family business. Chris assumed the role as President and CEO in 2004.

Under his leadership and vision, Delicato Family Vineyards has grown to rank among the top 10 wineries in the United States.

Chris proudly served as the President of the Winegrowers of Napa County and the Chairman of the California Wine Institute in 2018-2019. Most importantly, he is the proud father of two children, son Borja and daughter Caterina. Chris and wife, Maché make their home in Napa.



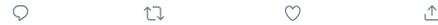
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BEER INDUSTRY SUMMIT

Jan. 8–Jan. 9

The 20th Annual Beer Industry Summit will take place January 8 - 9, 2023 at The Breakers in Palm Beach, FL. The Beer Industry Summit attracts top executives in the domestic, import and craft beer industry. Frequently attended by everyone from distributors to financial analysts, the summit proves to be the most thought-provoking conference in the industry year after year. Meet with old friends and make new connections with ample opportunity to network with your industry peers.

WINE & SPIRITS DAILY SUMMIT

Jan. 9–Feb. 10

The 11th Annual Wine & Spirits Daily Summit will take place January 9 – 10, 2023 at The Breakers Hotel in Palm Beach, FL. The Wine & Spirits Daily Summit is regularly attended by top supplier, distributor and retailer executives in the U.S. wine and spirits industry, in addition to craft distillers, financial analysts, advertising executives and more. Ample networking opportunities with the “who’s who” of the business guarantees you won’t leave without making many new industry connections.

Double your industry knowledge and network with new folks. Attend the Beer Industry and Wine & Spirits Daily Summit January 8 – 10 at The Breakers in Palm Beach, FL.

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